

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>703435</b>
	Alt Order #:	06258181
	Product Desc:	CROSSROADS GPS
	Estimate:	862
	Flight Dates:	07/31/12 - 08/03/12
	Original Date / Rev:	07/30/12 / 08/06/12
	Order Type:	Political

	<b>WKYC</b>
Primary AE:	Joe Knauer
Sales Office:	T-WAS
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Crossroads Media/ POL</b>
	Buying Contact:	
	Billing Contact:	
		88 Canal Center Plaza Suite 555
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Candidate/Presidential,IS-Candidate/
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/03/12	18	\$26,200.00	\$22,270.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	18	\$26,200.00	\$22,270.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$26,200.00</b>	<b>\$22,270.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WKYC	26%	\$26,200.00
Market	100%	\$100,769.23

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	23%	\$23,176.92
WJW	38%	\$38,292.31
WOIO	13%	\$13,100.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKYC	08/03/12	08/03/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/30/12	08/05/12	----F--		1		\$100.00		0.00					
E 3	WKYC	08/03/12	08/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/30/12	08/05/12	----F--		1		\$1,800.00		0.00					
E 8	WKYC	08/02/12	08/02/12	Olympic Late News Olympic Late News	CM	12x-12:35x	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															

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Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 862

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	WKYC	08/02/12	08/02/12	Olympic Late News Olympic Late News	CM	12x-12:35x	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---					1	\$2,800.00		0.00			
E 9	WKYC	08/02/12	08/02/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---					1	\$100.00		0.00			
E 10	WKYC	08/02/12	08/02/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---					1	\$1,800.00		0.00			
E 11	WKYC	07/31/12	07/31/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-T-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-T-----					1	\$2,800.00		0.00			
E 12	WKYC	07/31/12	07/31/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$100.00	P-2	0.00	NM	0	\$0.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-T-----					1	\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 430a-5a		430a-5a	-T-----	:30		<del>(\$100.00)</del>		0.00	NM		
Credited															
E 13	WKYC	07/31/12	07/31/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-T-----					1	\$1,800.00		0.00			
E 14	WKYC	08/01/12	08/01/12	Olympic Late News Olympic Late News	CM	12x-12:35x	--W----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----					1	\$2,800.00		0.00			
E 15	WKYC	08/01/12	08/01/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----					1	\$100.00		0.00			
E 16	WKYC	08/01/12	08/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----					1	\$1,800.00		0.00			
N 17	WKYC	07/31/12	08/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$350.00		0.00			
N 18	WKYC	07/31/12	08/03/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					2	\$750.00		0.00			
N 19	WKYC	07/31/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$450.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N20	WKYC	07/31/12	08/03/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	----F--	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	----F--		2				\$1,800.00		0.00			
N21	WKYC	07/31/12	08/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	----F--		1				\$2,000.00		0.00			
N22	WKYC	07/31/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	----F--	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	----F--		1				\$2,400.00		0.00			
Totals														18	\$26,200.00